



# Customer Relationship Management/Customer Satisfaction Update

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## Customer Relationship Management Efforts

- VITA has formed Customer Account Teams
  - Customer Account Manager
  - Agency Performance Manager
  - IT Manager – Northrop Grumman
  - Project Management, Security, Supply Chain
- VITA and Northrop Grumman working on customer account team training – to be held in January 2008 for Health and Human Resources team
- Training will consist of a two-day workshop focused on developing internal relationships and customer relationships



## Customer Relationship Management Efforts

- During the two-day workshop, metrics will be developed for the account teams related to customer satisfaction
- Workshop will focus on internal relationships, communications, accountability and responsibilities
- Customer Account Teams to begin visits to customers in January 2008 to assess satisfaction with service delivery
- All Customer Account Teams will complete the workshops by July 2008



## 2008 Customer Satisfaction Survey Update

- Customer Satisfaction Survey Committee formed – VITA and Northrop Grumman representation
- First meetings have been focused on desired outcomes from the satisfaction survey – root causes; tangible outcomes we can change or affect positively; customer buy-in and follow-up
- The Harvard Kennedy School offers a PROGRAM that seems to target our needs in regards to a customer satisfaction survey tool in addition to a follow-up program
- The Compass Diagnostic – an online tool developed by the Kennedy School that can be customized in a variety of ways: market segment, role within an Agency, etc.
- Once the results are obtained, the Kennedy School analyzes the results and provides root cause information



## 2008 Customer Satisfaction Survey Update

- Focus groups, consisting of key customers, VITA and Northrop Grumman representatives, then may be formed to explore more deeply these root causes and develop work plans jointly to address issues
- Demonstrates commitment to the survey process itself and not just doing a survey for the sake of doing a survey; follow-up with customers is key
- We will include questions from the 2006 UVa customer satisfaction survey for comparison and as a baseline
- Next steps:
  - Finalize plans with the Kennedy School
  - Meet weekly to develop the assessment instruments
  - Share progress and solicit feedback from the ITIB and from the customer councils